



TAT Mumbai Director's Message

Dear travel partners,

On behalf of the entire team in Mumbai, I take this opportunity to wish you a fantastic year 2011 filled with good health and cheer!

The Tourism Authority of Thailand, Mumbai newsletter is an integral part of our communications strategy aimed at providing you with information on upcoming events and other important promotional offers or announcements. This month we have focused our attention on Ayutthaya. Please do send us your thoughts and ideas on the type of packages that could be developed for this 'Amazing' part of Thailand.



To promote the campaign 'Amazing Thailand, Always Amazes You', TAT Mumbai entered into a joint promotional activity with SOTC as part of our overall marketing strategy to promote Thailand as a shopper's paradise for this festive season.

In keeping with our mandate to promote Amazing Thailand as an up-market Golfing destination, we are pleased to announce that TAT organized a Royal Golf Trophy from the 7th - 9th of January 2011 in Hua Hin, followed by a familiarization trip to Bangkok till the 11th of January 2011 for select media from our region. I do hope you will enjoy reading some of these articles in the near future.

To promote the Kingdom of Ayutthaya, we have focused on **20 Things to do in Ayutthaya** covering a wide array of must-see sights, which I trust you will convey to your discerning customers.

I once again take this opportunity to wish you a very prosperous year ahead and look forward to your continued support!

Warm Regards,

Sethaphan Buddhani
Director
Tourism Authority of Thailand
(Western, Southern & Central India, Sri Lanka & Maldives)





This Months Regional Highlight

20 Things to Do in Ayutthaya

1. Praise the “Maha Ut Chapel”: It has been believed that a visit to a windowless chapel with a single entrance or “Bot Maha Ut” protects us against lethal weapons and magic spells, enables us to avert danger, and makes us invulnerable. This “Maha Ut Chapel” can be seen at Wat Phutthaisawan and Wat Tuek.

2. Worship the Buddha images and contemplate the murals: Wat Suwan Dararam, Wat Pradu Song Tham, Wat Phanun Choeng, Wat Na Pramen, Wat Kasattrathirat, Wat Sena Sanaram, and Wat Choeng Tha are all adorned with valuable murals that await your visit.



3. Worship the reclining Buddha image: In Phra Nakhon Si Ayutthaya District, there are Wat Yai Chai Mongkhon, Wat Lokayasutharam, Wat Sam Wihan, Wat Puttai Sawan, Wat Dharmikkarat, Wat Sena Sanaram, and Wat Phanom Yong. In Maha Rat District, there is Wat Suwannachedi as for Sena District, there is Wat Bang Pla Mo.

4. Worship the royal monuments: Visit the royal monuments of King U-thong, Queen Suriyothai, King Naresuan the Great (at Thung Phukhao Thong and Wat Yai Chai Mongkhon) and King Taksin the Great at Wat Phichai Songkhram and Wat Phran Nok in Uthai District.

5. Discover the sumptuous palaces and the architectural masterpieces: Such monuments reflect the prodigious talent and craftsmanship of the Ayutthaya Period. Visit Bang Pa-in Palace, Ancient Palace or Grand Palace, and Chandra Kasem Palace.

6. Visit various museums: Get to know the glorious past of the Ayutthaya Kingdom and learn the history through your visit to its several museums such as Chao Sam Phraya National Museum, Chandra Kasem National Museum, Ayutthaya Study Institute, Ayutthaya Historical Study Centre, Local Museum in Ban Phraek District, Thai Boat Museum, and Million Toy Museum by Krirk Yoonpun.

7. Explore the history of foreign communities in the Ayutthaya Period: Pay a visit to Portuguese Village, Japanese Village and Dutch Village.

8. Browse through 8 Ayutthaya's markets: that are still busy on land as well as in the water such as Wat Tha Ka Rong Floating Market, Hua Raw Market, Thung Khwan Market (Khlong Sa Bua) in Phra Nakhon Si Ayutthaya District, Kong Khong Market in Bang Pa-in District, and Lat Chado Market in Phak Hai District.





- 9. Have a terrific time discovering local wisdom areas:** Admire arts and crafts such as knife-making village at Aranyik in Nakhon Luang District or folk doll-making in Phra Nakhon Si Ayutthaya District. Appreciate a diverse range of handicrafts at the Support Arts and Crafts International Centre of Thailand and Bang Sai Royal Folk Arts and Crafts Centre in Bang Sai District.
- 10. Take a pleasure cruise around Muang Islet:** To admire the surrounding scenery and way of life of residents along the Chao Phraya River and Pa Sak River. Moreover, food and drink with plenty of options on the menu are at your disposal on board.
- 11. Enjoy a ride on elephant's back** to see ancient monuments and get to know Thai Elephants at several places such as Ayutthaya Elephant Village and Kraal and Pang Chang Ayothaya & Snake Show in Phai Ling Sub-district
- 12. Enjoy riding a bicycle, which** is regarded as environmentally friendly tourism. Bicycles are available for hire at bicycle rental stores, guest houses, in front of the railway station, and tourist police office
- 13. Join a short trip arranged for tourist groups on a tramcar** and listen to guide's explanation.
- 14. Go for a ride on Tuk Tuk for sightseeing:** A symbolic mode of transport in Phra Nakhon Si Ayutthaya that brings sightseers to discover the length and breadth of the city.
- 15. Take a leisurely ride in a three-wheel rickshaw "Samlor":** Local public vehicles whose cyclist enjoys telling stories as a member of the community while you appreciate soft breeze.
- 16. Eat out until dawn at the night market:** Visit the market in front of Chandra Kasem Palace, the all-night market in front of Grand Market, Rung Charoen Market, and Bang Suk San Waree Dinner Cruise lan Market.
- 17. Experience the delights of a homestay:** Assimilate the host's lifestyle, get a hospitable welcome, and make yourselves at home at OTOP Village in Koh Kerd Sub-district.
- 18. Reserve chic sleeping accommodation in the style of boutique hotel:** The different accommodation are Ludia on the River, Ayodhara Village, Bansuan Rimnam Resort, Pludhaya Resort & Spa, Ban Luang Chumni.
- 19. Riverside restaurants with splendid views:** Tourists can sit down to tasty meals and take pleasure in looking at magnificent scenery at a wide variety of restaurants along the riverside.
- 20. Bring the shopping back to your family:** It seems as if you have never reached Ayutthaya if you fail to get your family the following things: soup made of curdled blood of pig, noodle soup sold in rowing boat, pork or meat noodle soup, Phak Wan noodle soup, steamed stuffed bun, rice gruel, desserts wrapped in banana leaf, big freshwater prawns, fruit and vegetables. Other interesting souvenirs are Aranyik knives, fan palm leaf mobile woven in the form of fish and model ancient boats.





Our Recently Concluded Events

Launch of the SOTC Box Holidays at Globus



(l-r) Mr. Sethaphan Buddhani, Director TAT Mumbai, Ms. Suladda Sarutilavan, Assistant Director TAT Mumbai, Ms. Kashmira Commissariat, COO SOTC & Ms. Sonalee Vaz, India Representative TAT Mumbai

The Box Holidays to Thailand was launched on 20th December, 2010. The venue chosen for the launch was the Globus store (a leading department store) in a Christmas ambience. Senior SOTC Kuoni officials were present at this event.

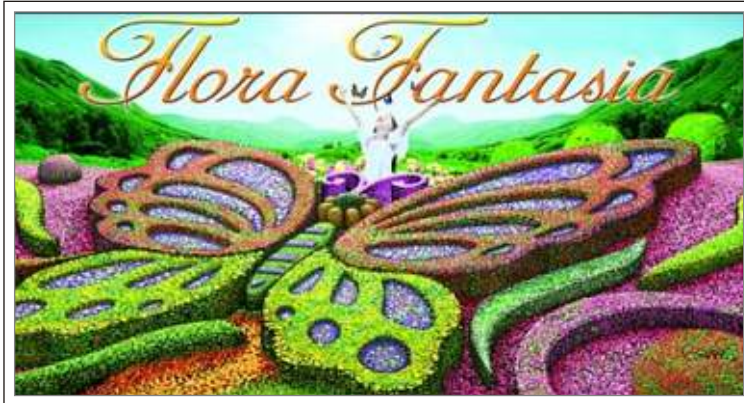
Present at the launch were Mr. Sethaphan Buddhani, Director TAT Mumbai along with Ms. Suladda Sarutilavan, Assistant Director TAT Mumbai, Mr. Carl Vaz and Ms. Sonalee Vaz, India Representative TAT Mumbai, Ms. Kashmira Commissariat, COO SOTC & staff and key media.





Upcoming Events

Wang Nam Keow Flora Fantasia 20th December 2010 to 28th February 2011



The Horticultural Science Society of Thailand in cooperation with state and private sector organizations, with support of the Tourism Authority of Thailand Nakhon Ratchasima office, will be jointly organizing the Wang Nam Keow Flora Fantasia flower festival during December 20, 2010 February 28, 2011. Wang Nam Keow is a particularly popular destination during these three months of Thailand's cool season, especially with individuals and families who are health-conscious. It is the perfect place to be outdoors enjoying the sunshine, cloudless blue skies and fresh air.

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28th Bosang Umbrella and Sankamphaeng Handicraft Festival 21st to 23rd January 2011

Bo Sang near Chiang Mai is renowned for its exquisitely hand-painted parasols made from mulberry paper and silk. The dainty parasols are decorated with beautiful floral motifs painted in dazzling colors. The designs are very distinctive and are instantly recognizable. During the festival, brightly decorated craft shops and stores line both sides of the 'high street' transforming Ban Bo Sang into a picturesque village decorated in the Lanna Thai style. Colourful umbrellas and traditional lanterns liven up the handicraft fair.



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News From Thailand

Chinese New Year Celebrations around Thailand January 27 to February 8, 2011



The celebration of the Chinese New Year remains the most important of annual festivals on the Chinese lunar calendar observed in the various regions of Thailand. Festive celebrations are typically staged in areas where there is a significant Thai-Chinese community such as the Yaowarat district in Bangkok and in the provinces of Suphan Buri, Ayutthaya, Chon Buri (Pattaya district) and Ratchaburi in Central Thailand, Nakhon Ratchasima in Northeastern Thailand, Nakhon Sawan (Pak Nam Pho) and Chiang Mai in Northern Thailand, Songkhla (Hat Yai district) and Phuket in Southern Thailand.

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Thailand Promotion

Peach Blossom Winter Promotion (4 Days/3 Nights)

The New modern Resort amongst the green garden of the hills overlooks the white sands of Kata & Karon Beach and clear waters of the Andaman Sea. The resort is ideally located in green peaceful surroundings between Kata & Karon Beach (400-500 meters from the beach), nearby Kata Shopping Center, 10 minutes by car to Patong Beach, 20 minutes to Phuket Town and 45 minutes to Phuket Airport.



The offer is valid from 01 March - April 2011 (3 Nights accommodation, the package rates are net in Thai Baht per room inclusive of 10% service charge, 7% VAT, daily American Breakfast, one set dinner at our restaurant, round trip airport transfer, a coupon of 10% Discount for Food & Beverage and Spa.

For further information:

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